

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*March 13th, 2013  
NOHO BID Office, 5026 Lankershim Blvd.*

| <b>BOARD OF DIRECTORS</b>                        | <b>PRESENT</b> | <b>ABSENT</b> |
|--|----------------|---------------|
| Bob Akhavan                                      | X              |               |
| Al Siegel  | X              |               |
| Thomas Dujovne                                   |                | X             |
| Dawn Pardinas, JH Snyder                         | X              |               |
| Linda Fulton                                     |                | X             |
| Kevin Bailey                                     |                | X             |
| Scott McCarter                                   |                | X             |
| Ed Levy  | X              |               |
| Erin Cordray                                     | X              |               |
|  |                |               |
| <b>Ex-OFFICIO DIRECTORS</b>                      |                |               |
| McKenzie Alexander                               | X              |               |
| Shannon Currie-Holmes                            | X              |               |
| Alice Roth, Councilman LaBonge Representative    |                | X             |
| Guy McCreary, Chamber of Commerce Representative |                | X             |
| Rick Stoff, Chrysalis                            | X              |               |
| John Catalano, LAPD                              | X              |               |
|  |                |               |
| <b>STAFF MEMBERS</b>                             |                |               |
| Steve Gibson, Urban Place Consulting Group       | X              |               |
| Aaron Aulenta, Urban Place Consulting Group      | X              |               |
| Katie Gibson, Urban Place Consulting Group       |                | X             |
|  |                |               |
| <b>GUESTS</b>                                    |                |               |
| Nancy Bianconi                                   | X              |               |
| Rosie/Tony – new tenant's 5229 Lankershim        | X              |               |
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**1. Call To Order**

B. Akhavan called the meeting to order at 11:08 a.m.

**2. Public Comment**

No public comment.

**3. LAPD Report**

J. Catalano reported crime is down in Arts District. Asked for safety ambassadors to keep up patrols along Lankershim between Chandler and Magnolia.

**4. Approval of Minutes**

**MOTION:** To approve February minutes

Moved by: A. Seigel

Seconded by: E. Cordray

**PASSED: Yes**

**5. Financial Report (D. Pardinas)**

D. Pardinas explains financials for February. Budget for the year is slightly under due to timing. Under in administration and safety, slightly over in communication (due to timing), and on target for maintenance. Total expenses are under budget for the year.

**MOTION:** To approve financial reports for February.

Moved by: E. Cordray

Seconded by: A. Seigel

**PASSED: Yes**

**6. Marketing Committee Report (S. Currie-Holmes)**

S. Currie-Holmes explains the proposal for marketing. The proposal is exactly as was discussed in the marketing meeting, continuation of NoHo Card with some slight upgrades, continuing relationships with Metro, finally getting mural project off the ground.

**7. Executive Director Report (S. Gibson)**

S. Gibson discussed BID renewal meeting, renewal schedule, and upcoming decisions to be made to renew BID. Next renewal meeting is at 10am on April 10<sup>th</sup>.

**8. Operations Report (A. Aulenta)**

A. Aulenta discussed City Clerk BID best practice seminar that Katie Gibson was attending. Also discussed securing poster kiosk and gave an update on proposed bike lanes.

**9. Chairman Report (B. Akhavan)**

B. Akhavan further discussed proposed bike lanes. BID previously took a neutral stance on project and this stance was discussed in greater detail. B. Akhavan invited members to an upcoming meeting with Councilmember Kirkorian's office on the proposed bike lanes.

## **10. New/Old Business**

## **11. Adjourn**

B. Akhavan adjourned the meeting at 12:20 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*April 10th, 2013  
NOHO BID Office, 5026 Lankershim Blvd.*

| <b>BOARD OF DIRECTORS</b>                        | <b>PRESENT</b> | <b>ABSENT</b> |
|--|----------------|---------------|
| Bob Akhavan                                      | X              |               |
| Al Siegel  | X              |               |
| Thomas Dujovne                                   |                | X             |
| Dawn Pardinas, JH Snyder                         | X              |               |
| Linda Fulton                                     | X              |               |
| Kevin Bailey                                     |                | X             |
| Scott McCarter                                   |                | X             |
| Ed Levy  |                |               |
| Erin Cordray                                     | X              |               |
|  |                |               |
| <b>Ex-OFFICIO DIRECTORS</b>                      |                |               |
| McKenzie Alexander                               | X              |               |
| Shannon Currie-Holmes                            | X              |               |
| Alice Roth, Councilman LaBonge Representative    |                | X             |
| Guy McCreary, Chamber of Commerce Representative |                | X             |
|  |                |               |
|  |                |               |
|  |                |               |
| <b>STAFF MEMBERS</b>                             |                |               |
| Steve Gibson, Urban Place Consulting Group       | X              |               |
| Aaron Aulenta, Urban Place Consulting Group      | X              |               |
| Katie Gibson, Urban Place Consulting Group       |                | X             |
|  |                |               |
| <b>GUESTS</b>                                    |                |               |
| Rick Stoff, Chrysalis                            | X              |               |
| Alex Palacios, Securitas                         | X              |               |
| John Catalano, LAPD                              | X              |               |
|  |                |               |
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1. Call To Order

B. Akhavan called the meeting to order at 11:10 a.m.

2. Public Comment

No public comment.

3. Approval of Minutes

**MOTION:** To approve March minutes

Moved by: A. Seigel

Seconded by: E. Cordray

**PASSED: Yes**

4. Financial Report (D. Pardinas)

D. Pardinas explains financials for March. Assessment revenue for the year is slightly over due to timing. Under in administration and safety, slightly over in communication (due to timing) and CRA Maintenance (due to timing). Maintenance is right on target for the year. Total expenses are under budget for the year.

**MOTION:** To approve financial reports for March.

Moved by: A. Seigel

Seconded by: E. Cordray

**PASSED: Yes**

5. Marketing Committee Report (S. Currie-Holmes)

S. Currie-Holmes gave an update on the map for the kiosk, as well as discussed different categories for business directory.

6. Executive Director Report (S. Gibson)

S. Gibson discussed BID renewal meeting, held earlier in the morning at 10am. Committee reviewed different options on assessment methodology and BID will be sending out survey to gauge interest in boundary expansion for 2015. Next renewal meeting is at 10am on May 8<sup>th</sup>, budget will be discussed.

7. Operations Report (A. Aulenta)

A. Aulenta discussed kiosk near pitfire and median improvements. Dirty sidewalk/bus stop at 5160 Lankershim brought to BIDs attention. Pressure washing will be scheduled.

8. Chairman Report (B. Akhavan)

B. Akhavan discussed being invited to represent BID at upcoming meeting with Councilmember Kirkorian's office on the proposed bike lanes.

9. Adjourn

B. Akhavan adjourned the meeting at 12:30 p.m.

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*May 8th, 2013  
 NOHO BID Office, 5026 Lankershim Blvd.*

| <b>BOARD OF DIRECTORS</b>                        | <b>PRESENT</b> | <b>ABSENT</b> |
|--|----------------|---------------|
| Bob Akhavan                                      | X              |               |
| Al Siegel  | X              |               |
| Thomas Dujovne                                   |                | X             |
| Dawn Pardinas, JH Snyder                         | X              |               |
| Linda Fulton                                     | X              |               |
| Kevin Bailey                                     |                | X             |
| Scott McCarter                                   |                | X             |
| Ed Levy  |                | X             |
| Erin Cordray                                     | X              |               |
|  |                |               |
| <b>Ex-OFFICIO DIRECTORS</b>                      |                |               |
| McKenzie Alexander                               |                | X             |
| Shannon Currie-Holmes                            |                | X             |
| Alice Roth, Councilman LaBonge Representative    |                | X             |
| Guy McCreary, Chamber of Commerce Representative |                | X             |
|  |                |               |
|  |                |               |
|  |                |               |
|  |                |               |
| <b>STAFF MEMBERS</b>                             |                |               |
| Steve Gibson, Urban Place Consulting Group       | X              |               |
| Aaron Aulenta, Urban Place Consulting Group      | X              |               |
| Katie Gibson, Urban Place Consulting Group       |                | X             |
|  |                |               |
|  |                |               |
| <b>GUESTS</b>                                    |                |               |
| Rick Stoff, Chrysalis                            | X              |               |
| Alex Palacios, Securitas                         | X              |               |
| John Catalano, LAPD                              |                |               |
| Nancy Bianconi, NoHo Communications              | X              |               |
|  |                |               |
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|  |                |               |

1. Call To Order

B. Akhavan called the meeting to order at 11:01 a.m.

2. Public Comment

No public comment.

3. Approval of Minutes

**MOTION:** To approve April minutes

Moved by: A. Seigel

Seconded by: D. Pardinas

**PASSED: Yes**

4. Financial Report (D. Pardinas)

D. Pardinas explained the financials for April. Assessment revenue for the year is slightly over due to timing. The budget is under in administration, safety and CRA maintenance. The budget is slightly over in communication (due to timing) and maintenance is right on target for the year. Total expenses are under budget for the year.

**MOTION:** To approve financial reports for March.

Moved by: L. Fulton

Seconded by: A. Seigel

**PASSED: Yes**

5. Marketing Committee Report (N. Bianconi)

Nancy Bianconi gave an update on businesses participating in the NoHo card program, currently 64 businesses participate in the program. The new district business directory is scheduled to be printed next month.

6. Executive Director Report (S. Gibson)

S. Gibson discussed BID renewal meeting, held earlier in the morning at 10am. The committee is recommending no change to the current assessment methodology. The committee is still investigating possible areas for expansion- north on Lankershim and east on Magnolia. Next renewal meeting is at 10am on June 12<sup>th</sup>, 2015 budget will be discussed.

S. Gibson discussed May is the month to discuss an increase in assessments for 2014, as the assessment roll is due to the City Clerk in early June. The renewal committee discussed in detail increasing the assessment the allowable per the consumer price index (CPI) 1.3% for 2014.

**MOTION:** To approve increasing 2014 BID assessments by 1.3%.

Moved by: A. Seigel

Seconded by: D. Pardinas

**PASSED: Yes**

7. Operations Report (A. Aulenta)

A. Aulenta discussed the NoHo gateway and DWP account that CRA was responsible for. The DWP account is currently not active and a balance of several thousand dollars remains on the account.

Rick Stoff, Chrysalis and Alex Palacios, Securitas gave updates on the maintenance and safety ambassador programs.

8. Adjourn

B. Akhavan adjourned the meeting at 11:40 a.m.

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*July 12th, 2013 @ 11a.m.  
 NOHO BID Office, 5026 Lankershim Blvd.*

| <b>BOARD OF DIRECTORS</b>                        | <b>PRESENT</b> | <b>ABSENT</b> |
|--|----------------|---------------|
| Bob Akhavan                                      | X              |               |
| Al Siegel  | X              |               |
| Thomas Dujovne                                   |                | X             |
| Dawn Pardinas, JH Snyder                         |                | X             |
| Linda Fulton                                     | X              |               |
| Kevin Bailey                                     |                | X             |
| Scott McCarter                                   |                | X             |
| Ed Levy  |                | X             |
| Erin Cordray                                     | X              |               |
|  |                |               |
| <b>Ex-OFFICIO DIRECTORS</b>                      |                |               |
| McKenzie Alexander                               |                | X             |
| Shannon Currie-Holmes                            | X              |               |
| Alice Roth, Councilman LaBonge Representative    |                | X             |
| Guy McCreary, Chamber of Commerce Representative |                | X             |
|  |                |               |
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|  |                |               |
|  |                |               |
| <b>STAFF MEMBERS</b>                             |                |               |
| Steve Gibson, Urban Place Consulting Group       | X              |               |
| Aaron Aulenta, Urban Place Consulting Group      | X              |               |
| Katie Gibson, Urban Place Consulting Group       |                | X             |
|  |                |               |
|  |                |               |
| <b>GUESTS</b>                                    |                |               |
| Rick Stoff, Chrysalis                            | X              |               |
| Alex Palacios, Securitas                         | X              |               |
| Daiva Savickiene, Securitas                      | X              |               |
| John Catalano, LAPD                              |                | X             |
| Nancy Bianconi, NoHo Communications              |                | X             |
|  |                |               |

1. Call To Order

B. Akhavan called the meeting to order at 11:05 a.m.

2. Public Comment

No public comment.

3. Approval of Minutes

**MOTION:** To approve May minutes.

Moved by: E. Cordray

Seconded by: A. Seigel

**PASSED: Yes**

4. Financial Report (S. Gibson)

S. Gibson explained the financials for May. Assessment revenue for the year is under due to timing. The budget is under in administration, safety and CRA maintenance. The budget is slightly over in communication and office expenses (both due to timing) and maintenance is right on target for the year. Total expenses are under budget for the year.

**MOTION:** To approve financial report for May.

Moved by: L. Fulton

Seconded by: E. Cordray

**PASSED: Yes**

5. Marketing Committee Report (S. Currie-Holmes)

S. Currie-Holmes discussed the business directory and passed around a sample mock-up. The business directory and directly map (kiosk) are both being prepared for print. Work on the mural campaign to begin shortly.

6. Executive Director Report (S. Gibson)

S. Gibson discussed BID renewal meeting, held earlier in the morning at 10am. A summary was given management district plan elements decided at the renewal committee meeting. No boundary expansion and a budget for the recommended 2015 were discussed. At the August meeting, a draft management district plan will be brought to the board for approval to submit to the City Clerk's office.

7. Operations Report (A. Aulenta)

A. Aulenta discussed the purchasing additional cell phones cameras for the remaining officers who aren't currently issued one for the field (supervisors only currently). The max cost is projected at an additional \$175 a month for a total of 5 cell phones. Also discussed was the idea of using cameras on the officer issued cell phones as a possible deterrent to crime. Board discussed and Securitas to look into possibility of doing so with its legal department. A. Aulenta also discussed beginning recruitment of new board members to serve on the board of directors.

Rick Stoff, Chrysalis and Alex Palacios, Securitas gave updates on the maintenance and safety ambassador programs.

8. Chairman's Report (B. Akhavan)

B. Akhavan discussed not convening a board meeting in July due to summer vacations. The next board meeting will be held in August.

9. Adjourn

B. Akhavan adjourned the meeting at 12:10 p.m.

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*August 7th, 2013 @ 11a.m.  
 NOHO BID Office, 5026 Lankershim Blvd.*

| <b>BOARD OF DIRECTORS</b>                        | <b>PRESENT</b> | <b>ABSENT</b> |
|--|----------------|---------------|
| Bob Akhavan                                      | X              |               |
| Al Siegel  |                | X             |
| Thomas Dujovne                                   |                | X             |
| Dawn Pardinas, JH Snyder                         | X              |               |
| Linda Fulton                                     | X              |               |
| Kevin Bailey                                     | X              |               |
| Scott McCarter                                   | X              |               |
| Ed Levy  |                | X             |
|  |                |               |
|  |                |               |
| <b>Ex-OFFICIO DIRECTORS</b>                      |                |               |
| McKenzie Alexander                               |                | X             |
| Shannon Currie-Holmes                            |                | X             |
| Alice Roth, Councilman LaBonge Representative    |                | X             |
| Guy McCreary, Chamber of Commerce Representative |                | X             |
|  |                |               |
|  |                |               |
|  |                |               |
|  |                |               |
| <b>STAFF MEMBERS</b>                             |                |               |
| Steve Gibson, Urban Place Consulting Group       | X              |               |
| Aaron Aulenta, Urban Place Consulting Group      | X              |               |
| Katie Gibson, Urban Place Consulting Group       |                | X             |
|  |                |               |
|  |                |               |
| <b>GUESTS</b>                                    |                |               |
| Rick Stoff, Chrysalis                            | X              |               |
| Alex Palacios, Securitas                         |                |               |
| John Catalano, LAPD                              |                | X             |
| Nancy Bianconi, NoHo Communications              |                | X             |
|  |                |               |

1. Call To Order

B. Akhavan called the meeting to order at 11:02 a.m.

2. Public Comment

No public comment.

3. Approval of Minutes

**MOTION:** To approve July minutes.

Moved by: L. Fulton

Seconded by: Kevin Bailey

**PASSED: Yes**

4. Financial Report (D. Pardinas)

D. Pardinas explained the financials for July. Assessment revenue for the year is under due to timing. We expect a payment of \$190,000 from the City shortly and the MTA just made their payment for the year. The budget is under in administration/office, communication, safety and CRA maintenance. Maintenance is right on target for the year. Total expenses are under budget for the year.

**MOTION:** To approve financial report for July.

Moved by: Kevin Bailey

Seconded by: Scott McCarter

**PASSED: Yes**

S. Gibson explained the 2012 financial review from RBZ.

**MOTION:** To approve the 2012 financial review.

Moved by: Kevin Bailey

Seconded by: Scott McCarter

**PASSED: Yes**

5. Marketing Committee Report (S. Currie-Holmes)

No Report for August.

6. Executive Director Report (S. Gibson)

S. Gibson discussed the draft Management District Plan (MDP) for BID renewal. He summarized the elements of the MDP and went over the timeline for renewal.

**MOTION:** To submit Management District Plan for renewal to the City Clerk's office.

Moved by: Linda Fulton

Seconded by: Kevin Bailey

Abstained: D. Pardinas

**PASSED: Yes**

7. Chairman's Report (B. Akhavan)

B. Akhavan discussed recent security staff concerns by himself and other board members in detail. The board discussed engaging in formal discussions with other vendors, as well as developing an RFQ and reviewing the vision for the security program. Discussions also involved holding a meeting to define exactly what the BID would want from a security program.

8. Adjourn

B. Akhavan adjourned the meeting at 12:20 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*September 11th, 2013 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

| <b>BOARD OF DIRECTORS</b>                        | <b>PRESENT</b> | <b>ABSENT</b> |
|--|----------------|---------------|
| Bob Akhavan                                      | X              |               |
| Al Siegel  | X              |               |
| Thomas Dujovne                                   | X              |               |
| Linda Fulton                                     | X              |               |
| Kevin Bailey                                     | X              |               |
| Scott McCarter                                   |                | X             |
| Ed Levy  |                | X             |
|  |                |               |
|  |                |               |
|  |                |               |
| <b>Ex-OFFICIO DIRECTORS</b>                      |                |               |
| McKenzie Alexander                               |                | X             |
| Shannon Currie-Holmes                            | X              |               |
| Alice Roth, Councilman LaBonge Representative    |                | X             |
| Guy McCreary, Chamber of Commerce Representative |                | X             |
|  |                |               |
|  |                |               |
|  |                |               |
| <b>STAFF MEMBERS</b>                             |                |               |
| Steve Gibson, Urban Place Consulting Group       | X              |               |
| Aaron Aulenta, Urban Place Consulting Group      | X              |               |
| Katie Gibson, Urban Place Consulting Group       |                | X             |
|  |                |               |
| <b>GUESTS</b>                                    |                |               |
| Rick Stoff, Chrysalis                            | X              |               |
| Jeff Winter/Daiva Savickiene, Securitas          | X              |               |
| John Catalano, LAPD                              | X              |               |
| Nancy San Pedro, Kennedy Wilson                  | X              |               |
|  |                |               |

1. Call To Order

B. Akhavan called the meeting to order at 11:07 a.m.

2. Public Comment

No public comment.

3. LAPD Report (J. Catalano)

SLO J. Catalano discussed current crime trends. In our district crime is up in the residential parking structures and at 24 hour fitness with locker break-ins. He also discussed the NoHo Divisions plan to get more officers onto the street by obtaining population and development figures to illustrate the increase in people and services.

4. Approval of Minutes

**MOTION:** To approve the August minutes.

Moved by: Kevin Bailey

Seconded by: Linda Fulton

**PASSED: Yes**

5. Financial Report (S. Gibson)

S. Gibson explained the financials for August. Assessment revenue for the year is under due to timing. We received a \$190,000 payment from the City in August and the MTA payment for the year is being processed, due next month. The budget is under in administration/office, communication, safety and CRA maintenance. Maintenance is right on target for the year. Total expenses are under budget for the year.

**MOTION:** To approve financial report for August.

Moved by: Al Siegel

Seconded by: Linda Fulton

**PASSED: Yes**

6. Marketing Committee Report (S. Currie-Holmes)

S. Currie-Holmes discussed printing both the business directory and district kiosk map.

She also discussed was the lifting of the City of LA mural ban on commercial property. S. Currie-Holmes is beginning the discussion of adding murals to properties in the BID district.

7. Executive Director Report (S. Gibson)

S. Gibson discussed that the draft Management District Plan and Engineer's Report have been submitted to the City Clerk's Office for comments and approval. Timeline wise we're hoping to get approval to go to petition either before the holidays.

8. Executive Director Report (A. Aulenta)

A. Aulenta discussed security ambassador program and improvements proposed by Securitas. He also discussed the candidate for the Captain position. J. Winter of Securitas spoke in more detail about the specific improvements and phases to implement. A. Aulenta also discussed a possible need to relocate the BID trash receptacle.

9. Chairman's Report (B. Akhavan)

**MOTION:** To appoint Nancy San Pedro, Kennedy Wilson representative to the Board of Directors.

Moved by: Kevin Bailey

Seconded by: Linda Fulton

Abstained: **Yes**

10. Adjourn

B. Akhavan adjourned the meeting at 12:35 p.m.

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*October 2nd, 2013 @ 11a.m.  
 NOHO BID Office, 5026 Lankershim Blvd.*

| <b>BOARD OF DIRECTORS</b>                        | <b>PRESENT</b> | <b>ABSENT</b> |
|--|----------------|---------------|
| Bob Akhavan                                      | X              |               |
| Al Siegel  | X              |               |
| Thomas Dujovne                                   |                | X             |
| Linda Fulton                                     | X              |               |
| Kevin Bailey                                     | X              |               |
| Scott McCarter                                   |                | X             |
| Ed Levy  |                | X             |
| Nancy San Pedro                                  | X              |               |
|  |                |               |
| <b>Ex-OFFICIO DIRECTORS</b>                      |                |               |
| McKenzie Alexander                               |                | X             |
| Shannon Currie-Holmes                            | X              |               |
| Guy McCreary, Chamber of Commerce Representative |                | X             |
|  |                |               |
| <b>STAFF MEMBERS</b>                             |                |               |
| Steve Gibson, Urban Place Consulting Group       |                | X             |
| Aaron Aulenta, Urban Place Consulting Group      | X              |               |
| Katie Gibson, Urban Place Consulting Group       |                | X             |
|  |                |               |
| <b>GUESTS</b>                                    |                |               |
| Rick Stoff, Chrysalis                            | X              |               |
| Daiva Savickiene, Securitas                      | X              |               |
| Jackie Keene, CD2                                | X              |               |
| Maral Habeshian, CD2                             | X              |               |
|  |                |               |

1. Call to Order

B. Akhavan called the meeting to order at 11:03 a.m.

2. Public Comment

No public comment.

3. LAPD Report (J. Catalano)

No report.

4. Approval of Minutes

**MOTION:** To approve the September minutes.

Moved by: Kevin Bailey

Seconded by: Nancy San Pedro

**PASSED: Yes**

5. Financial Report (A. Aulenta)

A. Aulenta explained the financials for September. Assessment revenue for the year is up due to timing. We received a \$110,110 payment from the MTA in September. The budget is under in administration/office, communication, safety and CRA maintenance. Maintenance is right on target for the year. Total expenses are under budget for the year. A. Aulenta also announced that the first draft of the 2014 budget will be presented at the November board meeting.

**MOTION:** To approve financial report for September.

Moved by: Linda Fulton

Seconded by: Al Siegel

**PASSED: Yes**

6. Marketing Committee Report (S. Currie-Holmes)

S. Currie-Holmes reported that the business directory was at the printer and the kiosk map/poster is up.

S. Currie-Holmes is beginning the discussion of adding murals to properties in the BID district and has a goal of adding 10 murals in 2014.

7. Executive Director Report (A. Aulenta)

A. Aulenta discussed that we are awaiting comments back on the draft Management District Plan and Engineer's Report. Both documents were submitted to the City Clerk's Office for review/approval.

8. Operations Report (A. Aulenta)

A. Aulenta continued discussion on security ambassador program improvements. Daiva Savickiene from Securitas presented a proposed sign that could be posted at businesses throughout the district to use cellphone video cameras. Next steps include making any suggested improvements to the sign format, develop policies/procedures, get final approval from Securitas legal department, distribute signage, and implement policies/procedures in the field.

9. New/Old Business

J. Keene from Council District 2 (CD2) discussed work by MTA on the renovation of the old train station off Lankershim Blvd. BID will look to have MTA present on project at an upcoming meeting. Also discussed was a project by LADWP just outside the district boundaries on Burbank Blvd. J. Keene discussed the bike lanes proposed for Lankershim Blvd. The next Lankershim Bike Lane working group meeting will be held at the end of October.

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*November 13th, 2013 @ 11a.m.  
 NOHO BID Office, 5026 Lankershim Blvd.*

| <b>BOARD OF DIRECTORS</b>                        | <b>PRESENT</b> | <b>ABSENT</b> |
|--|----------------|---------------|
| Bob Akhavan                                      | X              |               |
| Al Siegel  | X              |               |
| Thomas Dujovne (Gail Pena)                       |                | X             |
| Linda Fulton                                     | X              |               |
| Kevin Bailey                                     | X              |               |
| Scott McCarter                                   |                | X             |
| Ed Levy  | X              |               |
| Nancy San Pedro                                  | X              |               |
|  |                |               |
| <b>Ex-Officio DIRECTORS</b>                      |                |               |
| McKenzie Alexander                               |                | X             |
| Shannon Currie-Holmes                            | X              |               |
| Guy McCreary, Chamber of Commerce Representative |                | X             |
|  |                |               |
| <b>STAFF MEMBERS</b>                             |                |               |
| Steve Gibson, Urban Place Consulting Group       | X              |               |
| Aaron Aulenta, Urban Place Consulting Group      | X              |               |
| Katie Gibson, Urban Place Consulting Group       |                | X             |
|  |                |               |
| <b>GUESTS</b>                                    |                |               |
| Rick Stoff, Chrysalis                            | X              |               |
| Daiva Savickiene/Brian Sanchez, Securitas        | X              |               |
| Jackie Keene, CD2                                | X              |               |
|  |                |               |
|  |                |               |

1. Call to Order

B. Akhavan called the meeting to order at 11:02 a.m.

2. Public Comment

No public comment.

3. NoHo Lit Crawl Re-cap

S. Shore gave a quick re-cap of the recent NoHo Lit Crawl event in the District.

4. LADWP Project Presentation

Several representatives from LADWP presented on a water line replacement project occurring north of the District boundaries. Streets included in the project area include Lankershim and Burbank Boulevards.

5. LAPD Report (J. Catalano)

J. Catalano reported crime year to date is up 1.1%; last month this figure was 10%, so crime has fallen within the past month. NoHo Division LAPD has been saturating the area around the Metro station with both bike and horse patrols the last month.

5. Approval of Minutes

**MOTION:** To approve the October minutes.

Moved by: Linda Fulton

Seconded by: Kevin Bailey

**PASSED: Yes**

6. Financial Report (S. Gibson)

S. Gibson explained the financials for October. Assessment revenue for the year is up due to timing. The budget is under in administration/office, safety and CRA maintenance. Communication and Maintenance are up slightly for the year. Total expenses are under budget by \$21,000 for the year.

**MOTION:** To approve financial report for October.

Moved by: Kevin Bailey

Seconded by: Al Siegel

**PASSED: Yes**

S. Gibson next discussed and went through the draft 2014 budget by budget category. Total income is projected to be close to 2013 based on collecting less prior year assessments. Administration expenses increase 2.5%. Communication and office expenses remain the close to the same. Maintenance expenses increase 7% due to increases in labor with minimum wage, pressure wash rate increase and trash dump frequency increase. Safety expenses rise 1% with more insurance and supply (phones) increases. CRA maintenance expenses remain the same. A cash flow forecast was next discussed and cash on hand for 2 months services at the beginning of 2015 (1<sup>st</sup> year of new BID term) is limited based on available reserves and draft 2014 budget. Board agreed to look at 2<sup>nd</sup> draft 2014 budget in December that would provide options for creating cash reserve to carry into 2015.

7. Marketing Committee Report (S. Currie-Holmes)

No Report.

8. Executive Director Report (S. Gibson)

S. Gibson discussed that we are still awaiting comments back on the draft Management District Plan and Engineer's Report. Both documents were submitted to the City Clerk's Office for review/approval.

9. Operations Report (A. Aulenta)

A. Aulenta reported on progress implementing new cell phone camera procedures and posting of signs in businesses. He also provided an update on progress of new safety program captain. D. Savickiene introduced Brian Sanchez, new Securitas branch manager, who will be replacing her next month.

## 10. New/Old Business

J. Keene from Council District 2 (CD2) briefly Lankershim Bike Lane working group meeting and that a decision on the lanes would be forthcoming. She also discussed improving the pedestrian crossing at Magnolia and Blakeslee by adding a flashing beacon.

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*December 11th, 2013 @ 11a.m.  
 NOHO BID Office, 5026 Lankershim Blvd.*

| <b>BOARD OF DIRECTORS</b>                        | <b>PRESENT</b> | <b>ABSENT</b> |
|--|----------------|---------------|
| Bob Akhavan                                      | X              |               |
| Al Siegel  | X              |               |
| Thomas Dujovne (Gail Pena)                       | X              |               |
| Linda Fulton                                     | X              |               |
| Kevin Bailey                                     | X              |               |
| Scott McCarter                                   |                | X             |
| Ed Levy  |                | X             |
| Nancy San Pedro                                  | X              |               |
|  |                |               |
| <b>Ex-Officio DIRECTORS</b>                      |                |               |
| McKenzie Alexander                               |                | X             |
| Shannon Currie-Holmes                            | X              |               |
| Guy McCreary, Chamber of Commerce Representative |                | X             |
|  |                |               |
| <b>STAFF MEMBERS</b>                             |                |               |
| Steve Gibson, Urban Place Consulting Group       | X              |               |
| Aaron Aulenta, Urban Place Consulting Group      | X              |               |
| Katie Gibson, Urban Place Consulting Group       |                | X             |
|  |                |               |
| <b>GUESTS</b>                                    |                |               |
| Rick Stoff, Chrysalis                            | X              |               |
| Brian Sanchez/Brian Lammert, Securitas           | X              |               |
| Wilbur Babb, Metro                               | X              |               |
|  |                |               |
|  |                |               |

1. Call to Order

B. Akhavan called the meeting to order at 11:07 a.m.

2. Public Comment

No public comment.

3. Metro Train Depot Presentation

W. Babb from Metro discussed the historic rehabilitation of the North Hollywood Train Depot including project construction phases and funding sources.

4. Approval of Minutes

**MOTION:** To approve the November board minutes.

Moved by: Kevin Bailey

Seconded by: Nancy San Pedro

**PASSED: Yes**

5. Financial Report (S. Gibson)

S. Gibson explained the financials for November. Assessment revenue for the year is under by \$29,000 due to delinquent parcels and this is likely where we'll end 2013 at. The budget is under in administration/office, communication, safety and CRA maintenance. Maintenance is up by less than \$1,000 for the year. Total expenses are under budget by \$24,500 for the year.

**MOTION:** To approve financial report for November.

Moved by: Kevin Bailey

Seconded by: Linda Fulton

**PASSED: Yes**

S. Gibson discussed the 2<sup>nd</sup> draft 2014 budget and three different budget scenarios. The first scenario included the current BID budget, which went over by \$50,000. The second scenario was a break-even budget, which included cuts to both marketing and one safety position. And the third scenario budget included a cash reserve of \$20,000 for operations in January 2015 and cuts to marketing, one clean position and one safety position.

**MOTION:** To approve third scenario 2014 budget, while adding \$10,000 to events/destination marketing category.

Moved by: Linda Fulton

Seconded by: Al Siegel

**PASSED: Yes**

6. Marketing Committee Report (S. Currie-Holmes)

S. Currie-Holmes discussed her holiday decoration research and options given the holiday season timeline and budget considerations.

**MOTION:** To approve district holiday decoration expenditures up to \$500.

Moved by: Kevin Bailey

Seconded by: Nancy San Pedro

**PASSED: Yes**

7. Executive Director Report (S. Gibson)

A. Aulenta discussed slates for BID board seats up for re-election and officer elections. K. Bailey was added as Vice-Chair on the officer slate.

**MOTION:** To approve 2014 BID board officer slate, with K. Bailey replacing T. Dujovne as Vice-Chair.

Moved by: Al Siegel

Seconded by: Linda Fulton

**PASSED: Yes**

**MOTION:** To renew BID board seats expiring at the end of 2013.

Moved by: Kevin Bailey

Seconded by: Linda Fulton

**PASSED: Yes**

8. Operations Report (A. Aulenta)

B. Lammert (Captain of the Safety Team) reported on district incidents/trends from November to early December.

A. Aulenta presented clean/safe 2013 holiday bonus information.

**MOTION:** To approve 2013 clean/safe holiday bonuses totaling \$2,650.

Moved by: Nancy San Pedro

Seconded by: Kevin Bailey

**PASSED: Yes**